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- FOR IMMEDIATE RELEASE -

Just Pop In Becomes Official Sponsor of IZOD IndyCar and Firestone Indy Lights Series

INDIANAPOLIS, IN - November 2010 -- Just Pop In, a locally owned gourmet popcorn shop and online business, announces its multi-year partnership with IZOD IndyCar Series and Firestone Indy Lights. The business will be the official gourmet popcorn sponsor of both racing series.

Just Pop In, which offers a large variety of fun and fresh gourmet popcorn flavors, will supply its treats at multiple events including the IZOD IndyCar Series and Firestone Indy Lights races. The popcorn, marketed in vibrant, hip packaging, will be given to race fans at paddocks, VIP and private suites, to name a few.

"We are thrilled to become an official sponsor to the IZOD IndyCar Series and Firestone Indy Lights. Locally, IndyCar has an amazing and monumental history. To be a part of it in this capacity is such an honor and an explosive opportunity for us," states Mandy Selke, co-owner of Just Pop In.

Just Pop In and IZOD IndyCar share an affinity for innovation, diversity and excellence. These common assets, along with a devotion to being green, make for an extremely compatible partnership. In addition, the passion and excitement IndyCar brings to its fans is the same enthusiasm Just Pop In brings into this new partnership.

Carly Swift, co-founder of Just Pop In states, "We are excited about all of the possibilities in this partnership. We plan to create some really fun, unique products, exclusive to IZOD IndyCar Series and Firestone Indy Lights."

Just Pop In is currently located at three locations in Indianapolis, including two stores in the popular Broad Ripple Village, as well as a store the new Indianapolis International Airport. Just Pop In products can also be found online at www.justpopinonline.com.

About Just Pop In

Since November 2003, twin sisters, Mandy and Carly, have been creating their gourmet popcorn in the heart of Broad Ripple Village in Indianapolis, Indiana. With their serious attention to style and packaging details, the pair has created a hip, one-of-kind line of gourmet popcorn that continues to grow in product offerings each year. Just Pop In has several collections, including their milk chocolate, Pop Life® and Spice of Life varieties. In addition, they also produce popcorn for any special occasion, such as hotel amenities, weddings and special events. In November 2008, Just Pop In expanded, opening a shop in the New Indianapolis International Airport. That store won *Best New Retail Concept* by the Airports Council International-North America in 2009. www.justpopinonline.com.